


Amendments to the Specification

39

Please replace the Abstract beginning at page 35, line 1, with the following rewritten Abstract. A separate sheet including the replacement Abstract is attached hereto.

 A ~~method and apparatus is disclosed for interacting with a customer across a computer network. The disclosed method and apparatus allow a customer service representative (CSR) to conduct personalized interaction across one of a plurality of communication channels (telephone, facsimile, email, video conference, etc.) based on the value of the customer to the organization. A customer seeking to interact with a CSR customer service representative is first presented with a list of available interaction options. The customer then selects his/her preferred option and is then connected to a customer interaction center in accordance with the selected option. The list of available interaction options is based on the customer's value to the organization such that the more valuable a customer is, the more options that will be made available to him or her for the interaction. The present invention determines a customer's value to an organization by monitoring a customer's purchase history with respect to the organization over a period of time and computing a customer value based on the frequency and amount of the customer's purchases. When a customer is connected to a human representative at the customer interaction center, the A~~ customer service representative is further able to personalize the interaction based on previous interactions between the customer and the customer interaction center by accessing a contact history database ~~comprised of information related to previous interactions between the customer and other customer service representatives.~~